



12 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further virtues

12 POINT ROMAN, LINOTYPE

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are found to have been satisfied, we go on to look for further

12 POINT ROMAN, MONOTYPE

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12 POINT ROMAN, LUDLOW

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18 POINT ROMAN, A.T.F.

The good qualities of a face of type are discovered first in the fulfillment of a few plain common-sense requirements. Then, when these are

30 POINT ROMAN, LINOTYPE

nts—practical, and aesthetic—blend into each other and make only o

48 POINT ROMAN, MONOTYPE

Useful in narr  
ow measures.

72 POINT ROMAN, MONOTYPE

Instructor  
LEADS

AMERICAN TYPE FOUNDERS 24

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

wxyz 1234567890

LINOTYPE 24

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

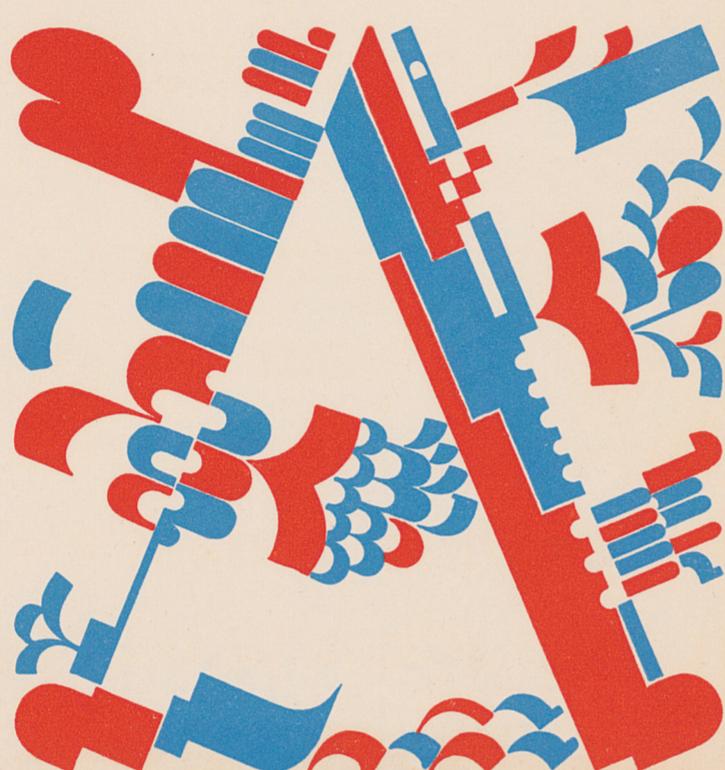
wxyz 1234567890

Specimens of the type face known as

# Cheltenham

printed on EASTERN'S

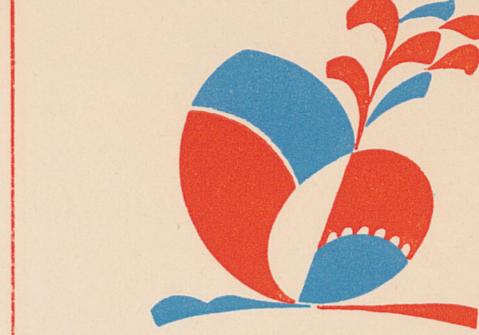
# Atlantic Bond



ARRIVED FROM CHI

na by caravan over remote  
frontiers, bales of a strange  
fabric marked for delivery  
to merchants in Arabia &  
eagerly awaited there: fi-  
bers of cellulose shredded  
in water, shaken into a felt,

& dried flat and smooth so you could write on it. A  
remarkable fabric, valuable to savants seeking to set  
down in script their thoughts about the universe  
—a web of potency—terrific forces woven into it—  
prized so much by the Arabians that they puzzled  
out the method of its manufacture and made their  
own... and handed on both method and material  
(via Crusaders returning from an unsuccessful war)  
to western Europe... where the substance was put  
to a use that changed the course of human destiny



12 POINT ITALIC, A.T.F.

Only such artistic graces are permitted to type  
characters as can be slipped in without interfering  
with use—i.e., easy reading. A type letter that  
forces itself upon your attention—while you are

12 POINT ITALIC, LINOTYPE

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12 POINT ITALIC, MONOTYPE

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12 POINT ITALIC, LUDLOW

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itself upon your attention—while you are reading

18 POINT ITALIC, A.T.F.

found to have been satisfied, we  
go on to look for further virtues  
that fulfill the requirements of  
“art.” The two sets of requireme

30 POINT ITALIC, LINOTYPE

ne set, really. But it is  
convenient to look up o  
n the practical part of

48 POINT ITALIC, A.T.F.

Comprehensi  
ve informatio

72 PT. BOLD, ROMAN, LUDLOW

# Design INSET

MONOTYPE 24

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

xyz 1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

wxyz 1234567890

LUDLOW 24

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

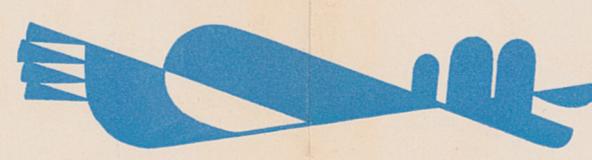
xyz 1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

wxyz 1234567890



Eastern's Atlantic Bond takes the guess-  
work out of presswork by providing sheets  
of uniform thickness and finish, with a sur-  
face that is specially treated to eliminate  
fuzz and lint. You can always depend upon  
Eastern's Atlantic Bond to give easy per-  
formance . . . take clean, sharp, uniform

impressions . . . with less trouble, fewer  
shutdowns, and with less time out for make-  
ready. Truly a printer's paper, this crisp,  
crackling, genuinely watermarked sheet  
offers exceptional value. For better results,  
use Eastern's Atlantic Bond for letterheads,  
envelopes, and all types of business forms

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